New research uncovers misconceptions about the financial impact a critical illness can have on the well being of Canadians and their families

55 per cent of Canadians aren’t financially prepared to cover their living expenses if faced with a serious illness

London, ON Feb. 2, 2016... New research uncovers a considerable gap between the likelihood of a serious illness and planning for the financial implications such an illness could bring to the average Canadian family.

More than eight million working Canadians are at risk of going into debt, delaying retirement or downsizing their home in order to survive financially if faced with a serious illness.

Though Canadians understand the severe impact a serious illness can have on their lives, few seem to have a well-thought out plan to manage it. This became clear through findings from a recent survey commissioned by Great-West Life, London Life and Canada Life to understand what Canadians think about serious illness and the emotional and financial impact it could have on them and their families.

Canadians typically take out insurance to protect themselves from damage to their cars or homes, but less commonly take action to protect their livelihood if they or a loved one suffer a serious illness. Yet 60 per cent of working Canadians are concerned about loss of income, and 55 per cent are concerned about an inability to meet living expenses should they be impacted by a serious illness.

“Overall, Canadians feel uneasy when considering the impact of a critical illness and have some understanding of the risk, but lack awareness of and preparedness for the financial implications,” says Kelly Swanson, Assistant Vice President, Insurance Marketing. “Great-West Life, London Life and Canada Life undertook this research to understand what Canadians are most concerned about when it comes to serious illness. The survey results are available on CriticalUncovered.ca, our new interactive public website, developed to raise awareness about not only the physical but the financial and emotional implications of a serious illness.”
For survey results or more information, please visit [www.CriticalUncovered.ca](http://www.CriticalUncovered.ca).

The information contained above has been compiled by Head Research and is based on research conducted by Head Research which was commissioned by The Great-West Life Assurance Company and affiliates.

**About Great-West Life, London Life, and Canada Life**

Great-West Life, London Life and Canada Life offer a broad portfolio of financial and benefit plan solutions, and serve the financial security needs of more than 12 million people across Canada. Together, Great-West Life, London Life and Canada Life are leading providers of individual insurance for Canadians.

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Great-West Life, London Life and Canada Life offer Critical Illness (CI) insurance to Canadians.

Head Research was engaged to determine what Canadians know about critical insurance and the impact critical illness could have on them and their families.
# TABLE OF CONTENTS

- **03** RESEARCH METHOD
- **04** KEY FINDINGS
- **05** IMPACT OF CRITICAL ILLNESS AND COPING STRATEGIES
- **18** PERCEPTIONS OF CRITICAL ILLNESS RISK
- **26** AWARENESS AND UNDERSTANDING OF CRITICAL ILLNESS INSURANCE
- **32** APPENDIX
• N=1,786 online interviews were conducted with the target market for CI insurance:
  - Working adults, or partners of working adults
  - Aged 18 to 65
  - With a household income of $30,000 or more (the average household income of the sample was $100,000)
  - Primary or shared decision-maker for personal insurance

• To support regional-level media releases, regional sample boosts were implemented to ensure a minimum of 500 interviews in each of Quebec and Ontario, and 300 interviews in each of British Columbia and Atlantic Canada. Data reported at the national level has been weighted, by province, to remove these boosts and, therefore, be nationally-representative

• Throughout this report, differences between sub-groups of respondents (such as between consumers who live in Quebec vs. Ontario) are shown when they are both statistically significant and meaningful. These differences are shown in two ways:
  - Call-out boxes such as:
  
  | Quebec | 75% |
  |
  - Data in tables shown with arrows such as:

<table>
<thead>
<tr>
<th></th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quebec</td>
<td>89</td>
<td>94</td>
</tr>
</tbody>
</table>

  indicate that the data with the arrow is significantly higher than the data in the other category (or the average of the other categories) shown. So, in this example, the data for females is higher than that for males

• The general survey questionnaire flow is shown on the left side of this page
When presented with statistics about the risk of critical illness occurring in one’s lifetime, at least half were aware of these truths. Working Canadians know that the risk of experiencing a critical illness is very real – 3 out of 4 know someone who has suffered a CI. For half, this is a direct reality, as they have seen a family member experience the consequences of a critical illness. Furthermore, the majority (70%) of working Canadians is aware that their risk of suffering from a critical illness is the same as that of the average Canadian. The main financial impacts are loss of income, inability to meet living expenses as well as the inability to pay a child’s medical bills. To cope with a critical illness, 62% of working Canadians say they would have to get into debt, delay retirement or downsize their home in order to cope with a critical illness. This equates to 8.37 million working Canadians at risk.

1. Anxious
Working Canadians know that the financial and emotional impact of a critical illness would be devastating. Over 8 million working Canadians are at risk of going into debt, delaying retirement or downsizing their home in order to cope with a critical illness.

- Working Canadians recognize that a critical illness in their family would have very serious financial consequences.
- The main financial impacts are loss of income, inability to meet living expenses as well as the inability to pay a child’s medical bills.
- To cope with a critical illness, 62% of working Canadians say they would have to get into debt, delay retirement or downsize their home in order to cope with a critical illness. This equates to 8.37 million working Canadians at risk.
- Over half of working Canadians would have to continue working if their partner or child became ill.
- The biggest worry for parents about becoming critically ill, outside of the financial consequences, is not being able to spend quality time with their children.

2. Aware
Working Canadians are realistic about their risk of experiencing a critical illness – for many, it is an experience that hits close to home, as half know someone in their family who has suffered from a CI.

- When presented with statistics about the risk of critical illness occurring in one’s lifetime, at least half were aware of these truths.
- Working Canadians know that the risk of experiencing a critical illness is very real – 3 out of 4 know someone who has suffered a CI. For half, this is a direct reality, as they have seen a family member experience the consequences of a critical illness.
- Furthermore, the majority (70%) of working Canadians is aware that their risk of suffering from a critical illness is the same as that of the average Canadian.

3. Confused
Misconceptions about critical illness and CI coverage are a key issue.

- Almost half of working Canadians believe that a critical illness is a terminal or life-threatening illness. They confuse the notion of critical with serious – when, in reality, an illness can be serious without being critical.
- Only 6 in 10 working Canadians have heard of critical illness insurance, and understanding of the product is limited. Some misconceptions include:
  - Many are unclear that payments are made in the form of a lump sum.
  - One third believes that CI insurance is paid as a proportion of one’s income.
- The industry needs to educate consumers about how CI insurance can benefit them.

1. See page 11 for details of calculation
IMPACT OF CRITICAL ILLNESS AND COPING STRATEGIES

Though working Canadians expect the impact of a critical illness in their family to be severe, few seem to have a well-thought out plan of how to cope. Many would rely on taking on debt, downsizing their home, or delaying retirement.

"
OVER HALF (57%) OF WORKING CANADIANS BELIEVE THE FINANCIAL IMPACT OF EITHER THEMSELVES OR THEIR PARTNER SUFFERING A CRITICAL ILLNESS WOULD BE VERY SERIOUS

If you (or your partner) became critically ill, how serious do you think the financial impact on you would be?

%  

Q180. Base: Total (N=1,786).
What would you be most worried about facing if you (or your partner) became critically ill? %

<table>
<thead>
<tr>
<th>Issue</th>
<th>Males (%)</th>
<th>Females (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss of income due to absence from work</td>
<td>54%</td>
<td>65%</td>
</tr>
<tr>
<td>Inability/struggle to pay everyday living expenses (food, electricity bills)</td>
<td>49%</td>
<td>61%</td>
</tr>
<tr>
<td>Difficulty to pay for treatments/medical bills</td>
<td>41%</td>
<td>56%</td>
</tr>
<tr>
<td>Inability/struggle to make mortgage/rent payments</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>Reduced future income due to being unable to keep the job you held before becoming critically ill</td>
<td>50-59 Yr. Olds: 52%</td>
<td></td>
</tr>
<tr>
<td>Need to delay retirement</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Risk of losing our home/need to move somewhere with lower mortgage/rent payments</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Inability/struggle to help my parent(s) financially</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Q190. Multiple responses allowed. Base: Total (N=1,786).
NOT BEING ABLE TO SPEND QUALITY TIME WITH THEIR CHILDREN (50% VERY WORRIED)
AND NOT BEING ABLE TO LIVE LIFE TO THE FULLEST (49% VERY WORRIED) ARE THE BIGGEST WORRIES
WORKING CANADIANS HAVE ABOUT BECOMING CRITICALLY ILL

To what extent are you worried about facing each of the following, if you (or your partner) became critically ill?
%
Top 6 Worries of 13 shown (bottom 7 shown on following page)

Q195. Base: Total (N=1,786); All working adults with a spouse/partner (n=1,202); All working adults with children (n=797).
FOUR IN 10 (37%) WORKING CANADIANS ARE VERY WORRIED ABOUT THE FINANCIAL IMPACT THAT BECOMING CRITICALLY ILL WOULD HAVE ON THEIR FAMILY’S FUTURE

To what extent are you worried about facing each of the following, if you (or your partner) became critically ill?

%. Bottom 7 Worries of 13 shown (top 6 shown on previous page)

Q195. Base: Total (N=1,786); All working adults with a spouse/partner (n=1,202); All working adults with children (n=797).
If you became critically ill how would you cope financially?

-. All strategies mentioned by 10% or above

1. Approximately 15 million working Canadians:
   http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/labr66a-eng.htm

2. Approximately 90% of households have a household income of $30,000 or more (i.e. the qualification for our target sample):
   http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/famil106a-eng.htm

3. 15 million multiplied by 90%, multiplied by 62% (see data above) = 8.37 million

62% would need to delay retirement, get into debt or downsize their home.
This equates to 8.37 million working Canadians at risk¹

Q205. Multiple responses allowed. Base: Total (N=1,786).

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¹ Approximately 15 million working Canadians: http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/labr66a-eng.htm
Approximately 90% of households have a household income of $30,000 or more (i.e. the qualification for our target sample).
http://www.statcan.gc.ca/tables-tableaux/sumsom/l01/cst01/famil106a-eng.htm
15 million multiplied by 90%, multiplied by 62% (see data above) = 8.37 million
If your spouse/partner became critically ill, which of the following, if any, would you have to do to cope financially?

Q206. Multiple responses allowed. Base: All with a spouse or partner (n=1,202).

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would have to continue working</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Use all/some of my/my partner’s savings</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>We would have to live frugally</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>I/my partner would need to delay retirement</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>I/We would have to get into debt</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>I believe my/my partner’s disability insurance would cover my needs</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>We would have to sell our house/downsize our home/move somewhere with lower rent</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>I believe my/my partner’s critical illness insurance would cover my needs</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>We would need financial support from family members (excluding my spouse/partner)</td>
<td>18-29 Yr. Olds: 28%</td>
<td>18</td>
</tr>
<tr>
<td>I believe that the government would provide support to meet my family’s needs</td>
<td>13</td>
<td></td>
</tr>
</tbody>
</table>
HALF (54%) OF WORKING CANADIANS WOULD BE SERIOUSLY AFFECTED FINANCIALLY IF THEIR CHILD BECAME CRITICALLY ILL

If your child/step-child became critically ill, how serious do you think the financial impact on you would be?

%  

Q185. Base: All working Canadians with children (n=797).
Working Canadians’ biggest financial worry if their child became critically ill is a loss of income from work (54%) and an inability to meet their child’s medical bills (51%).

Which of the following financial challenges, if any, would you be most worried about facing if your child/step-child became critically ill?

- Loss of income due to absence from work: 54%
- Difficulty to pay for treatments/medical bills: 51%
- Inability/struggle to pay everyday living expenses (food, electricity bills): 41%
- Inability/struggle to make mortgage/rent payments: 39%
- Reduced future income due to being unable to keep the job you held before your child/step-child became critically ill: 36%
- Need to delay retirement: 35%
- Risk of losing our home/need to move somewhere with lower mortgage/rent payments: 30%
- None of the above: 11%

Males: 36%; Females: 47%
Males: 39%; Females: 43%
Males: 40%; Females: 30%
Males: 45%; Females: 63%

Q200. Multiple responses allowed. Base: All working Canadians with children (n=797).
If your child became critically ill, which of the following, if any, would you have to do to cope financially? % All strategies mentioned by 10% or above

- If my partner would have to continue working: 55%
- Use all/some of my/my partner’s savings: 50%
- I would have to live frugally (i.e. cutting back on restaurants, vacations, etc.): 49%
- If my partner would need to delay retirement: 41%
- If I have to sell my house/downsize my home/move somewhere with lower rent: 30%
- If I believe my/my partner’s disability insurance would cover my needs: 23%
- If I would need financial support from family members (excluding my spouse/partner): 20%
- If I believe my/my partner’s critical illness insurance would cover my needs: 18%
- If I believe that the government would provide support to meet my family’s needs: 16%

Q207. Multiple responses allowed. Base: All working Canadians with children (n=797).
MANY WORKING CANADIANS THINK THAT GOVERNMENT FUNDING WOULD COVER HOSPITALIZATION (74%) AND MEDICAL TREATMENTS (50%) FOR CRITICAL ILLNESSES. LESS THAN A THIRD UNDERSTAND THAT CI INSURANCE COULD FUND LIVING EXPENSES (30%) AND MORTGAGE PAYMENTS (26%)

In the event of a critical illness, the average Canadian is likely to face a range of costs, such as those listed below. Do you believe the average Canadian can obtain assistance to cover those costs from any of the following?

<table>
<thead>
<tr>
<th>Cost Description</th>
<th>Disability Insurance</th>
<th>Critical Illness Insurance</th>
<th>No assistance available</th>
<th>I don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitalization</td>
<td>25</td>
<td>21</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>Medical treatment (including drugs and medication, excluding hospitalization)</td>
<td>34</td>
<td>28</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Medical equipment (e.g. wheelchair, prostheses, etc.)</td>
<td>44</td>
<td>29</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>Healthcare services (e.g. nursing assistance, physiotherapy, etc.)</td>
<td>41</td>
<td>33</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td>Living expenses (e.g. food, transportation, excluding housing costs)</td>
<td>32</td>
<td>30</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>Mortgage/housing costs</td>
<td>26</td>
<td>29</td>
<td>26</td>
<td>28</td>
</tr>
</tbody>
</table>

Quebec: 57%
Atlantic Canada: 39%
18-29 Yr. Olds: 16%
60-69 Yr. Olds: 19%
60-69 Yr. Olds: 37%
60-69 Yr. Olds: 17%

Q275. Multiple responses allowed. Base: Total (N=1,786).
If you became critically ill, had to stop working and live for a period of time using only your savings and/or investments, how much time do you think you would have before your savings ran out? %

**IF WORK WAS IMPOSSIBLE DUE TO A CRITICAL ILLNESS, WORKING CANADIANS BELIEVE THEY COULD LAST 16 MONTHS USING THEIR SAVINGS**

**16 MONTHS ON AVERAGE (12 MEDIAN)**

<table>
<thead>
<tr>
<th>Average # of Months By Region</th>
<th>Ontario</th>
<th>Quebec</th>
<th>BC</th>
<th>Atlantic</th>
<th>AB/SK/MB</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 months or less</td>
<td>42</td>
<td>30-39</td>
<td>15</td>
<td>21</td>
<td>25</td>
</tr>
<tr>
<td>6 months or less</td>
<td>42</td>
<td>30-39</td>
<td>15</td>
<td>21</td>
<td>25</td>
</tr>
<tr>
<td>More than 6 months, up to 12</td>
<td>22</td>
<td>40-49</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 12 months, up to 24</td>
<td>13</td>
<td>40-49</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 24 months</td>
<td>22</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q270. Base: Total (N=1,786).

↑↓ Significantly higher/lower than the average of the other groups shown
If you became critically ill, had to stop working and live for a period of time using only your savings and/or investments, how much time do you think you would have before your savings ran out?

%  

<table>
<thead>
<tr>
<th></th>
<th>6 months or less</th>
<th>More than 6 months, up to 12</th>
<th>More than 12 months, up to 24</th>
<th>More than 24 months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All</strong></td>
<td>22</td>
<td>16</td>
<td>12</td>
<td>19</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>22</td>
<td>16</td>
<td>12</td>
<td>19</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>30</td>
<td>14</td>
<td>24</td>
<td>13</td>
</tr>
<tr>
<td><strong>Single w children</strong></td>
<td>57</td>
<td>21</td>
<td>24</td>
<td>13</td>
</tr>
<tr>
<td><strong>Married w children</strong></td>
<td>47</td>
<td>20</td>
<td>24</td>
<td>13</td>
</tr>
<tr>
<td><strong>Single no children</strong></td>
<td>35</td>
<td>50</td>
<td>23</td>
<td>13</td>
</tr>
<tr>
<td><strong>Married no children</strong></td>
<td>32</td>
<td>42</td>
<td>22</td>
<td>13</td>
</tr>
</tbody>
</table>

**Average**  
- 16  
- 13  
- 18  
- 10  
- 14  
- 14  
- 19

**Median**  
- 12  
- 12  
- 12  
- 12  
- 12  
- 12

Q270. Base: Total (N=1,786).

▲▼ Significantly higher/lower than the average of the other groups shown

**IF NOT ABLE TO WORK, WOMEN AND SINGLE PARENTS WITH CHILDREN WOULD BE ABLE TO SURVIVE THE LEAST AMOUNT OF TIME ON JUST THEIR SAVINGS (13 AND 10 MONTHS, RESPECTIVELY)**

If you became critically ill, had to stop working and live for a period of time using only your savings and/or investments, how much time do you think you would have before your savings ran out?

%
Working Canadians, in general, are realistic about their chances of experiencing a critical illness, perhaps because many have seen a family member suffer from one.
WHEN PRESENTED WITH STATEMENTS ABOUT CRITICAL ILLNESS SHOWN BELOW, MOST WORKING CANADIANS BELIEVE THEM TO BE TRUE, THOUGH A QUARTER DO NOT KNOW IF THEY ARE TRUE OR FALSE.

To the best of your knowledge, are the statements below true or false? % All statements shown below are true

<table>
<thead>
<tr>
<th>Statement</th>
<th>True</th>
<th>False</th>
<th>I don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>85% of stroke patients survive their first stroke</td>
<td>65</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>80% of hospitalized heart attack patients survive the event</td>
<td>64</td>
<td>10</td>
<td>26</td>
</tr>
<tr>
<td>There are an estimated 50,000 strokes in Canada each year</td>
<td>64</td>
<td>6</td>
<td>30</td>
</tr>
<tr>
<td>The likelihood of Canadians with cancer surviving five years or more is 63%</td>
<td>60</td>
<td>11</td>
<td>29</td>
</tr>
<tr>
<td>One in two men and one in three women will develop heart disease in their lifetimes</td>
<td>59</td>
<td>15</td>
<td>26</td>
</tr>
<tr>
<td>One in 2.2 men and one in 2.4 women living in Canada will develop cancer during their lifetime</td>
<td>51</td>
<td>18</td>
<td>30</td>
</tr>
</tbody>
</table>

Q136. Base: Total (N=1,786).

1 Statements taken from Canada Life LifeAdvance™, “A look at critical illness insurance claims” and referenced to Heart and Stroke Foundation of Canada (2009); Canadian Cancer Statistics 2013, Hakim, Silver & Hodgson, 1998
ALMOST 3 IN 4 (73%) WORKING CANADIANS KNOW SOMEONE WHO HAS SUFFERED A CRITICAL ILLNESS OR HAVE SUFFERED ONE THEMSELVES. HALF (50%) HAVE SEEN A FAMILY MEMBER SUFFER FROM A CI

Do you know anyone who has suffered a critical illness?

% 73% know someone who has suffered a critical illness, or have suffered one themselves

Q140. Base: Total (N=1,786).

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Myself</th>
<th>Family Member</th>
<th>Friend/Colleague/Acquaintance</th>
<th>No One</th>
</tr>
</thead>
<tbody>
<tr>
<td>% 18-39 Yrs. Old</td>
<td>5</td>
<td>47</td>
<td>32</td>
<td>33</td>
</tr>
<tr>
<td>% 40-49 Yrs. Old</td>
<td>4</td>
<td>50</td>
<td>39</td>
<td>26</td>
</tr>
<tr>
<td>% 50-69 Yrs. Old</td>
<td>9</td>
<td>55</td>
<td>42</td>
<td>21</td>
</tr>
</tbody>
</table>

↑ Significantly higher than the average of the other groups shown
WORKING CANADIANS ARE LARGELY REALISTIC ABOUT THEIR CHANCES OF EXPERIENCING A CRITICAL ILLNESS. SEVEN IN 10 (70%) BELIEVE THEY HAVE THE SAME CHANCE AS EVERYONE ELSE.

Compared to the average Canadian do you believe that your risk of experiencing a critical illness is higher, the same or lower?

Q160. Base: All working adults who have not experienced a critical illness (n=1,680).
Leading a healthy lifestyle is the main reason why working Canadians may feel that their risk of experiencing a critical illness is lower than average.

Which of the following statements describe why you believe that your risk of experiencing a critical illness is lower than that of the average Canadian? %

- I lead a very healthy lifestyle – I exercise and eat well: 61%
- I see my doctor regularly and am told that I’m healthy: 48%
- I don’t have a history of critical illnesses in my family: 45%
- My parents and/or grand-parents lived long and healthy lives: 39%
- Other reasons: 3%

Q165. Multiple responses allowed. Base: All working Canadians who believe their risk of suffering a critical illness is lower than that of the average Canadian (n=267).
A FAMILY HISTORY OF CRITICAL ILLNESS IS THE MAIN REASON WHY WORKING CANADIANS MAY THINK THEIR RISK OF SUFFERING A CRITICAL ILLNESS IS HIGHER THAN AVERAGE

Which of the following statements describe why you believe that your risk of experiencing a critical illness is higher than that of the average Canadian?

- I have a history of critical illnesses in my family (54%)
- I don't exercise enough and/or eat well and/or have a stressful life (48%)
- My parents and/or grand-parents did not live long and/or healthy lives (22%)
- My doctor has told me I'm at risk for a critical illness (18%)

Other reasons (2%)

Q166. Multiple responses allowed. Base: All working Canadians who believe their risk of suffering a critical illness is higher than that of the average Canadian (n=225).
IF LOOKING TO PURCHASE CI INSURANCE, WORKING CANADIANS WOULD MOST LIKELY TURN TO THEIR CURRENT INSURANCE COMPANY OR FINANCIAL ADVISOR/INSURANCE BROKER

If you were to consider purchasing critical illness insurance for yourself or your family who/where would you turn to for information? %

Q260. Multiple responses allowed. Base: Total (N=1,786).
Working Canadians show a general desire to mitigate risk in their lives. Six in ten (62%) purchase travel insurance or are a member of a car insurance club.

Which, if any, of the following statements apply to you?

%  

- When I go on vacation I usually purchase travel insurance and/or purchase extra health care insurance: 44%  
- I am member of a car insurance club, such as the CAA: 38%  
- I have an emergency food and candle supply that would last me/my family several days: 31%  
- When I purchase an electronic device I typically buy the extra warranty to protect my purchase: 20%  
- I always carry an extra mobile phone battery or charger with me to ensure that my mobile phone does not run out of battery power: 16%  
- I purchased insurance on my/my spouse’s wedding rings: 13%  
- I have a backup electricity generator: 10%  
- None of the above: 18%  

British Columbia: 53%  
Ontario: 40%  
Atlantic Canada: 38%

Q290. Multiple responses allowed. Base: Total (N=1,786).
We wanted to understand if working Canadians understood the term, ‘critical illness’ and if they knew about critical illness insurance. Though there is a general awareness of what a critical illness is, many did not know about the insurance that is available, or were confused about the coverage it provides.
WORKING CANADIANS ARE MOST LIKELY TO EQUATE ‘CRITICAL ILLNESS’ WITH ‘TERMINAL ILLNESS’.
ONE IN FIVE (18%) DEFINE CRITICAL ILLNESS AS PREVENTING AN INDIVIDUAL FROM BEING ABLE TO WORK.

What do you understand the term 'critical illness' to mean? %

- Terminal illness/no cure: 27%
- Life-threatening illness: 19%
- An illness that causes inability to work/is debilitating/incapacitating: 18%
- Extreme/severe illness: 9%
- An illness that requires daily/regular care/attention: 7%
- Cancer/heart disease/heart attack: 6%
- Long-term/chronic illness: 4%
- Insurance/Lump sum: 4%
- Life-altering/life-changing illness: 4%
- An illness that requires immediate attention: 2%

Q100. Base: All giving an answer to Q100 (N=1,620).
Before today, had you ever heard of the term 'critical illness insurance'?

<table>
<thead>
<tr>
<th>Status</th>
<th>With Children</th>
<th>Without Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single with children</td>
<td>62</td>
<td>49</td>
</tr>
<tr>
<td>Married with children</td>
<td>65</td>
<td>56</td>
</tr>
<tr>
<td>Single without children</td>
<td>49</td>
<td>56</td>
</tr>
<tr>
<td>Married without children</td>
<td>35</td>
<td>44</td>
</tr>
</tbody>
</table>

Q120. Base: Total (N=1,786).

*Significantly higher than the average of the other groups shown*
Please select the 5 conditions you think affect the greatest number of Canadians.

- Heart attack: 88%
- Life-threatening cancer: 80%
- Alzheimer’s disease: 61%
- Injuries sustained due to an accident: 51%
- Type 1 or juvenile diabetes: 47%
- Asthma: 44%
- Kidney failure: 32%
- Paralysis: 10%
- Major organ transplant: 9%
- Benign brain tumour: 8%
- Deafness: 7%
- Loss of limbs: 6%
- Coma: 5%

Quebec: 69%
Atlantic Canada: 61%

Q126. Multiple responses allowed. Base: Total (N=1,786).
THE CONDITIONS WORKING CANADIANS ARE MOST LIKELY TO EXPECT TO BE COVERED BY CRITICAL ILLNESS INSURANCE ARE INCLUDED IN MOST POLICIES. HOWEVER, HALF INACCURATELY BELIEVE THAT INJURIES SUSTAINED FROM AN ACCIDENT ARE ALSO LIKELY TO BE COVERED.

Which conditions from the list below do you think would be covered by most critical illness insurance policies?

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life-threatening cancer</td>
<td>72%</td>
</tr>
<tr>
<td>Kidney failure</td>
<td>63%</td>
</tr>
<tr>
<td>Heart attack</td>
<td>63%</td>
</tr>
<tr>
<td>Paralysis</td>
<td>63%</td>
</tr>
<tr>
<td>Coma</td>
<td>59%</td>
</tr>
<tr>
<td>Major organ transplant</td>
<td>55%</td>
</tr>
<tr>
<td>Loss of limbs</td>
<td>55%</td>
</tr>
<tr>
<td>Injuries sustained due to an accident</td>
<td>55%</td>
</tr>
<tr>
<td>Alzheimer’s disease</td>
<td>51%</td>
</tr>
<tr>
<td>Congenital heart disease</td>
<td>50%</td>
</tr>
<tr>
<td>Benign brain tumour</td>
<td>49%</td>
</tr>
<tr>
<td>Deafness</td>
<td>35%</td>
</tr>
<tr>
<td>Type 1 or juvenile diabetes</td>
<td>35%</td>
</tr>
<tr>
<td>Asthma</td>
<td>32%</td>
</tr>
<tr>
<td>None of the above</td>
<td>6%</td>
</tr>
</tbody>
</table>

Q125. Multiple responses allowed. Base: Total (N=1,786).
KEY FEATURES OF CI INSURANCE AND HOW IT DIFFERS TO DISABILITY INSURANCE ARE LARGELY UNKNOWN BY WORKING CANADIANS. ONLY 1 IN 5 (20%) CORRECTLY IDENTIFY THAT CI CLAIMS ARE PAID AS A LUMP SUM, WHILE DISABILITY CLAIMS ARE NOT PAID IN THIS MANNER

To the best of your knowledge, do the following statements apply only to critical illness insurance, apply only to disability insurance, apply to both critical illness and disability insurance or apply to neither types of insurance?

%
**STUDY SAMPLE CHARACTERISTICS**

- **Region**

- **Education**
  - High school or less: 11%
  - Technical degree: 28%
  - Undergraduate college/Graduate/Professional degree: 36%
  - Prefer not to answer: 23%

- **Age**
  - 18-29: 15%
  - 30-39: 26%
  - 40-49: 23%
  - 50-59: 26%
  - 60-65: 10%

- **Household Income**
  - Less than $50k: 13%
  - $50k - $75k: 23%
  - $75k - $100k: 24%
  - $100k+: 39%
  - Prefer not to answer: 2%

- **Gender**
  - Male: 49%
  - Female: 51%

- **Employment Status**
  - Employed (FT): 85%
  - Employed (PT): 3%
  - Self-employed: 11%
  - Not employed: 1%

- **Marital Status**
  - Single, never married: 22%
  - Married/Common law: 67%
  - Separated/Divorced: 9%
  - Widowed: 1%

**Base:** Total; N=1,786.

Regional boosts were implemented to support regional-level reporting. National data shown in this report has been weighted by region to be nationally representative.